



City of New Bedford
Scott W. Lang, Mayor

City of New Bedford
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P R E S S R E L E A S E

CITY LAUNCHES TRIAL PARKING PROGRAM TO OPEN UP METERED SPACES DOWNTOWN

*Zeiterion garage parking fee reduced for students attending
downtown campuses of UMass Dartmouth and BCC*

New Bedford, Massachusetts- Residents and stakeholders in downtown New Bedford want to make the heart of the city a more accessible destination for visitors and shoppers.

To free up metered spaces being taken by students at the downtown campuses of UMass Dartmouth and Bristol Community College, Downtown New Bedford, Inc. has collaborated with the City of New Bedford and the Traffic Commission to devise a pilot program allowing students to park in the Zeiterion garage for 50 cents an hour, the same rate as metered parking, through June 30th. Under the plan, students with valid student ID cards will pay as they exit the Z garage, which is open Monday through Friday, from 6:30 a.m. to 8:30 p.m.

“This is a first step in finding solutions to the parking issue in the heart of our city,” said Donna Motta, executive director of Downtown New Bedford, Inc. Calling the initiative “an economic driving force,” she described the pilot parking program as part of DNB’s ongoing efforts to make changes for the better that will benefit both visitors and the members of the downtown business community.

“Our hope is that by offering a reduced rate at the Zeiterion garage to students attending classes on the downtown college campuses, we will free up additional on street, short term parking for visitors and customers shopping, dining and sightseeing in downtown New Bedford,” explained Scott Downing, Executive Secretary of the Traffic Commission.

“Providing ample parking for visitors on metered streets will encourage people to shop downtown and help increase revenue for the retail sector, restaurants and numerous corporate businesses located in our historic downtown area. In addition, the program will generate revenue for the City of New Bedford to offset the cost of maintaining the Zeiterion,” Ms. Motta continued. “We believe that once shoppers and visitors find more available parking, they will spread the word that our specialty shops and fine dining establishments offer a unique experience that can only be found in downtown New Bedford.”

“This trial parking program is a prime example of the City’s willingness to work with all stakeholders in our community. In this case, the downtown businesses, UMass Dartmouth, Bristol Community College, their students and the general public, worked together to generate a creative solution to a problem impacting their daily lives. If this trial program does not yield the kind of results everyone was hoping for, the city is certainly willing to explore any and all other options,” said Mayor Scott W. Lang.

Downtown New Bedford, Inc. is committed to enhancing the economic vitality of downtown New Bedford and working in partnership with any public or private groups for positive change. DNB is also dedicated to promoting a favorable environment for all residents and the downtown business community. To learn more about Downtown New Bedford, Inc., please visit www.downtownnewbedford.org

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